

Fit Fun

ADVENTURES

INM 410 SCC - INTERACTIVE PROJECT MANAGEMENT - A4 GROUP 3

Cecilia Holzmann | Natalie Moc | Eduardo Perez | Taemin Kim | Paggie Hsu

PROJECT STAKEHOLDERS



EXTERNAL STAKEHOLDERS

External Stakeholders

TVO & Associated Educational Leadership

TVO Executive Team

Department Heads & Educational Advisors

Sector & Program Experts

Pediatric Health Organizations

Child Nutrition Specialists

Local Community Fitness Programs

Curriculum-aligned Early Learning Consultants

Youth Media & Audience Evaluation Panels

Community & Partnership Networks

Ontario Public School Teachers

Parents and Guardians

Sponsors, Donors, and Education Supporters

Child Wellness and Behavioral Professionals

Target User Base

Children ages 5–12

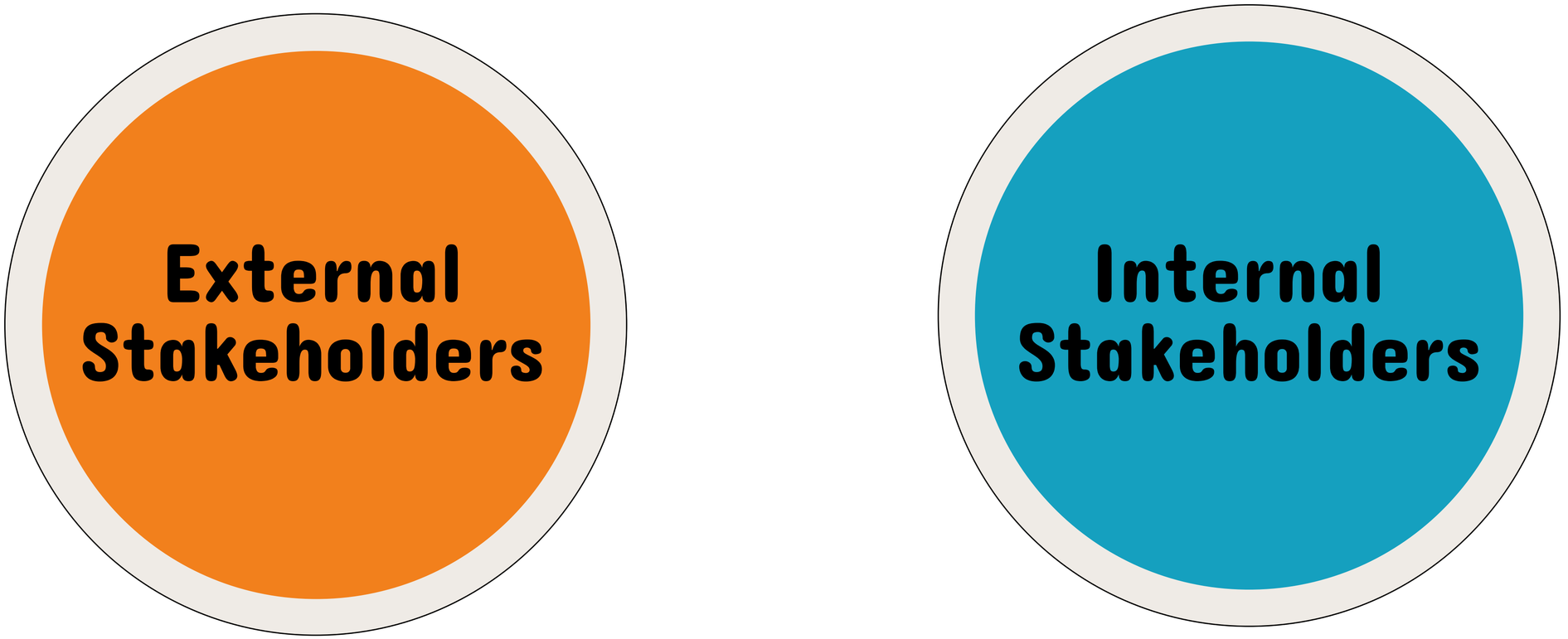
Families & Caregivers

INTERNAL STAKEHOLDERS

Internal Stakeholders

- Project Manager
- UI/UX Design Team
- Subject-Matter Specialists (Pediatric, Education, Wellness)
- Content & Copywriting Team
- IT Support Staff
- Development Team (Full-Stack Engineers)
- Testing Participants (Children & Parent Test Groups)
- QA Engineers
- Visual Production and Animation Team
- Customer Experience Coordinators

PLANNED INVOLVEMENT



EXTERNAL STAKEHOLDERS

External Stakeholders

- TVO's leadership and education advisors will be engaged throughout the development cycle to validate alignment with curriculum standards and community health objectives. Their input will be integral during design sign-offs and major project reviews.
- Specialists in pediatric health, childhood nutrition, and behavior will be brought in during the concept and content planning phase to ensure the app delivers age-appropriate and effective wellness education.
- Local fitness programs and child-centered organizations will help shape features that encourage physical activity and social participation beyond the screen.
- Educators and parent groups will participate in prototype testing, helping fine-tune features like avatar progress, meal tracking, and parental dashboards to ensure functionality and engagement across age groups.

INTERNAL STAKEHOLDERS

Internal Stakeholders

The internal team will oversee the full app lifecycle—from wireframing to final deployment—ensuring that all touchpoints support behavior change, education, and long-term habit-building.

- Designers, developers, and subject experts will co-create an intuitive interface with rich visuals and storytelling that promotes real-life application of movement and nutrition education.
- Writers, animators, and illustrators will produce short, engaging lessons, interactive games, and motivational storylines that appeal to young audiences.
- Technical staff, including QA testers and IT support, will ensure a stable launch experience across devices. Feedback loops will be established for updates post-release, supported by the customer success team.

KICK OFF MEETING AGENDA

1. Welcome & Introductions

- Define primary (TVO, project team) and secondary (experts, educators, parents) stakeholders.
- Clarify roles: TVO supports platform access, experts validate content, educators ensure curriculum alignment.

2. Project Summary

- Address childhood obesity by integrating fitness & nutrition into a gamified learning experience.
- Provide an engaging, interactive app that tracks progress and encourages healthy habits.

3. Work Approach

- Follow a structured 3-phase plan: Research & Wireframing, Prototyping & Testing, Final Development & Launch.
- Utilize gamification, expert-backed content, and a parental dashboard for engagement.

4. Task List

- Develop fitness challenges, gamified lessons, and interactive educational content.
- Design a child-friendly interface with seamless backend integration and testing.

KICK OFF MEETING AGENDA

5. Deliverables	• Launch a mobile app prototype with an intuitive UI and interactive learning content. • Provide a parental dashboard for tracking progress and setting goals.
6. Timeline (Gantt Chart)	• Establish a 12-week timeline with milestones for research, testing, and final development. • Present a visual Gantt chart to outline the project flow clearly.
7. Effort & Cost	• Allocate resources for design, development, testing, and expert consultations. • Explore funding opportunities through grants and partnerships.
8. Assumptions	• Gamification will drive user engagement and encourage daily participation. • Parents will actively monitor and support children's progress using the dashboard.
9. Next Steps & Q&A	• Focus on finalizing the prototype and testing it with real users. • Open discussion for stakeholder feedback and next-phase improvements.



PROJECT SUMMARY

PROJECT NAME: FITFUN ADVENTURES

OVERVIEW:

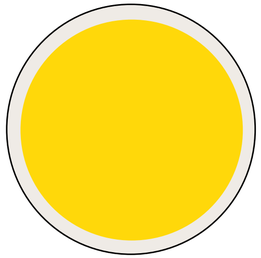
FitFun Adventures is a mobile app designed to combat childhood obesity by engaging children aged 5-12 in fun, gamified health and wellness activities.

Developed in collaboration with TVO, the app encourages physical activity, healthy eating, and parental involvement through interactive challenges, storytelling, and progress tracking.

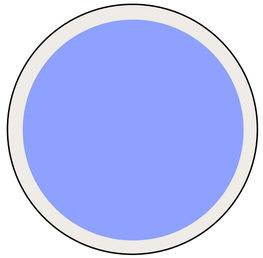
PROJECT OBJECTIVES:

1	Encourage Physical Activity	Provide engaging fitness challenges to motivate children to stay active.
2	Promote Healthy Eating	Introduce food-tracking tools and kid-friendly recipes.
3	Reduce Screen Time & Promote Active Play	Balance digital engagement with real-world activities.
4	Provide Parental Involvement Tools	A dashboard for tracking children's progress & engaging in their health journey.
5	Build a Supportive Community	A forum for parents to share experiences and get advice.

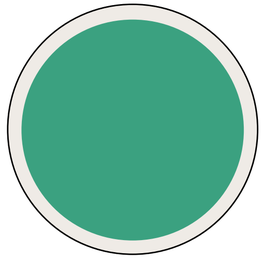
WORK APPROACH

1. 

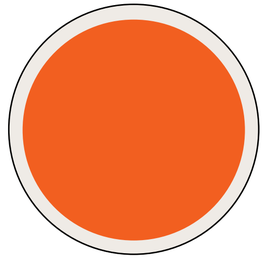
Project Initiation

2. 

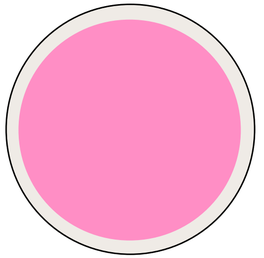
Research

3. 

App Development

3. 

Testing, Feedback and Adjustments

3. 

Launch, Promotion, Monitoring and Updates

TASK LIST ↓

TO ENSURE AN ORGANIZED AND EFFICIENT EXECUTION, THE FOLLOWING KEY TASKS WILL BE FOLLOWED:

1. Project Initiation

- Define project objectives and scope.
- Identify key stakeholders and establish responsibilities.
- Create a work plan and allocate resources.
- Develop a brief with specifications and expectations for the FitFun App Project Plan. (To be completed by TV Ontario)

2. Research

- Market analysis and competitor evaluation.
- Consultation with experts in child health and education.
- Initial user surveys and testing with children and parents.
- Define key success metrics to measure the impact of the application. (To be completed by TV Ontario)

3. App Development

- Creation of wireframes and interactive prototypes.
- Definition of the visual design and graphic style.
- Development of the child- and adult-friendly user interface.
- Implementation of core functionalities.
- Integration with payment and calendar systems.
- Creation of a forum for the parent community.

4. Testing, Feedback and Adjustments

- Usability testing with real users.
- Bug fixes and performance optimization.
- Implementation of improvements based on feedback.
- Validation of key success metrics.(To be completed by TV Ontario)

5. Launch, Promotion, Monitoring and Updates

- Preparation of marketing materials and launch strategy.
- Publication in app stores.
- Parental awareness campaigns.
- Monitoring of key metrics and impact analysis.
- Incorporation of new features and continuous improvements.
- Regular maintenance and updates.

DELIVERABLES ↓

TO ENSURE AN ORGANIZED AND EFFICIENT EXECUTION, THE FOLLOWING KEY TASKS WILL BE FOLLOWED:

User Research Report

Findings from surveys and interviews.

Wireframes & UI Design Mockups

Visual representation of app layout.

Interactive Prototype

Clickable version for user testing.

Marketing Materials

Promotional content and onboarding guides.

Functioning App (MVP)

Basic version with core features.

Parental Dashboard & Community Forum

Features for tracking progress and engagement.

Final Version of App

Fully polished version post-testing.

TIME LINE



Catergory	Position	May					June				July					August				September	
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20
Project Initiation																					
Define Project Objectives	Project Manager	2 Days																			
Idenitify Key Stakeholders	Imd Market Agent	1 Day																			
Create Work Plan	Project Manager	3 Days																			
Allocate Resources	Project Manager		2 Days																		
Client Brief (TV Ontario)	TVO		3 Days																		
Research																					
Market Analysis	Imd Market Agent			3 Days																	
Consultations with Experts	Jr Market Agent			2 Days																	
User Surveys & Testing	Imd Market Agent				4 Days																
Define Success Metrics	Imd Market Agent				1 Day																
Development																					
App Wireframes	Jr Gr Designer					4 Days															
Interactive Prototype	Imd Gr Designer					3 Days															
Define Visual Principles	Imd Gr Designer						2 Days														
Develop UI (Parents & Children)	Jr Gr Designer							4 Days													
Core Functionalities	Sr Web Dev								10 Days												
Install Payment Systems	Sr Web Dev										3 Days										
Develop Calendar Features	Jr Web Designer										2 Days										
Create Community Forums	IMD Web Designer											5 Days									
Testing																					
Usability Testing	IMD Web Designer												5 Days								
Bug Reports & Optimization	IMD Web Designer													3 Days							
Feedback from Testers	Jr Web Designer													2 Days							
Validation of Key Successes	TVO														2 Days						
Launch																					
Marketing Launch	Project Manager														7 Days						
App Store Publication	Sr Web Dev															4 Days					
Parental Awareness Campaigns	Imd Market Agent																5 Days				
Monitoring Key Metrics	Jr Market Agent																	2 Days			
Develop New Features	IMD Web Designer																	3 Days			
Regular Maintence & Updates	Sr Web Dev																		10+ Days		

EFFORT & COST



With further development of the app, we have enlisted our team to create the Fit Fun Adventures App for TVO. Our team is small, only consisting of a team of eight skilled workers.

All data shows for when the team worked on the project at certain parts. Some may be working on other projects when they are not needed for parts of the project.

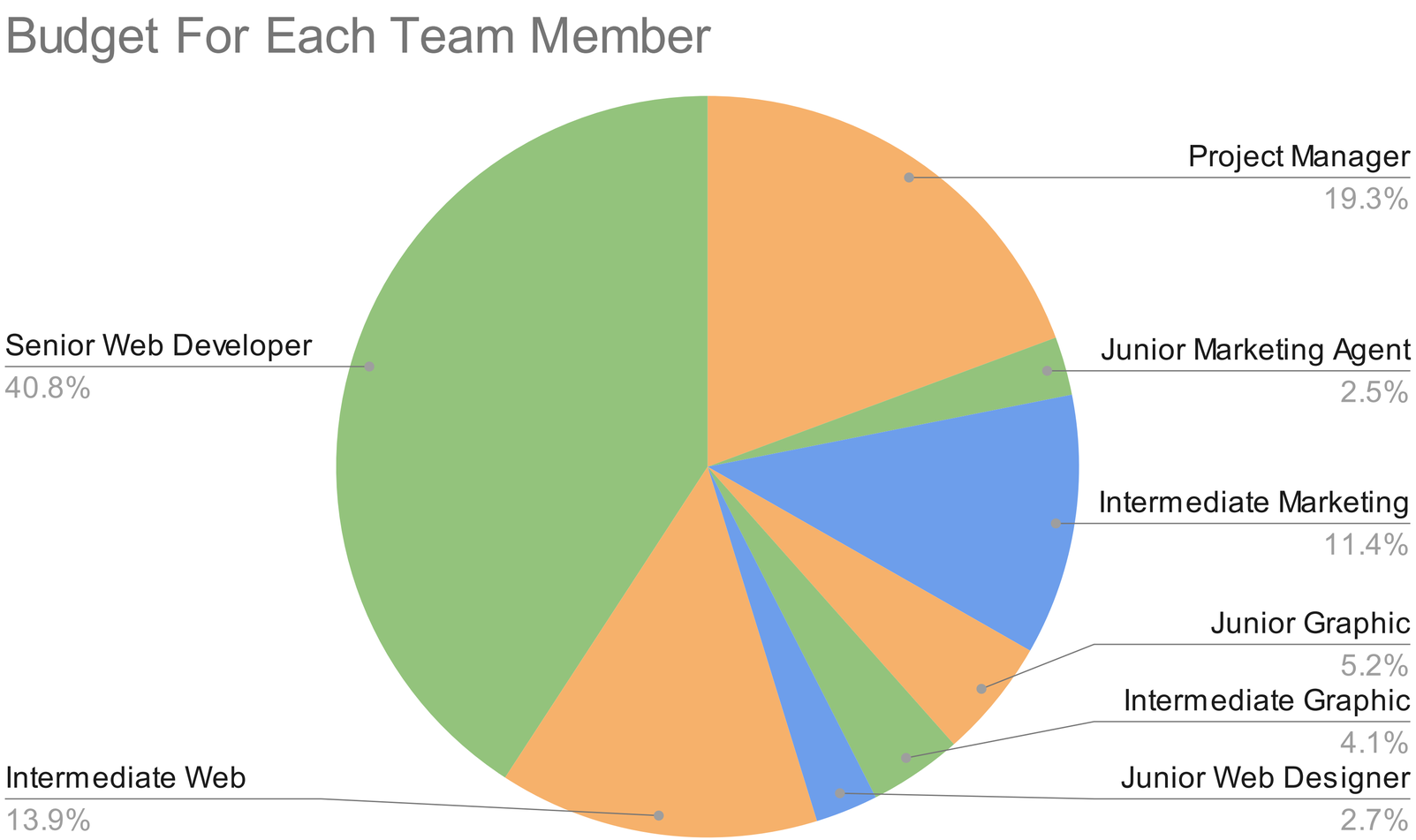
Job Title	Hourly Rate	Hours Worked	Total Pay
Project Manager	$42.50	140	$5,950.00
Junior Marketing Agent	$24.50	32	$784.00
Intermediate Marketing Agent	$31.25	112	$3,500.00
Junior Graphic Designer	$25.00	64	$1,600.00
Intermediate Graphic Designer	$31.25	40	$1,250.00
Junior Web Designer	$26.15	32	$836.80
Intermediate Web Designer	$33.50	128	$4,288.00
Senior Web Developer	$58.15	216	$12,560.40
Total Budget		Total Hours	Total Pay(EST)
		764	$30,769.20

EFFORT & COST

For the amount of effort the project requires, the project should have a budget of $35,000 for it to be completed by the middle of September.

We want a little bit of head room just in case any errors were made in calculations and we don't run into any budget restrictions with TVO.

We have decided to allocate resources to each team member for their needs and what needs to be completed at each step of the project.



PROJECT ASSUMPTION ↓

Client Responsibilities

1. The client will ensure timely access to research, child health data, and educational materials that align with Ontario curriculum standards.
2. The client will provide feedback on prototypes, UI designs, and educational content within agreed timelines to avoid delays.
3. The client is responsible for ensuring the app's educational content aligns with provincial health promotion and digital accessibility guidelines.
4. The client may request up to two rounds of revisions per major deliverable. Any additional iterations will require approval and additional cost.
5. The client is expected to supply branding assets and artwork where applicable. Any new custom creative work may incur additional charges.

PROJECT ASSUMPTION ↓

Scope & Deliverables Management

1. Source files, app wireframes, and design assets will be maintained in a shared GitHub repository but will not be publicly distributed without prior consent.
2. The agreement covers only the current project scope. Post-launch updates and new features are outside this scope and will be handled under a separate agreement.
3. The client will be responsible for flagging any legal restrictions regarding children's data usage and ensuring compliance with COPPA-equivalent standards in Canada.
4. All educational content, gamified assets, and illustrations created will be original and free of third-party copyright infringement.
5. Any changes to navigation structure, core functionality, or parental control systems will require a formal change request and timeline reassessment.



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THANK YOU.

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